

fashion calendar

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1/28/57

january						
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17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

january - 1958						
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, JANUARY 27, 1957</u>			
Sunday Jan. 27 8:00 P.M. Dinner	SECOND ANNUAL "FIRST NIGHT BALL" Second Annual "First Night Ball" for benefit of the American Theatre Wing, with a 90-minute musical cavalcade "Salute to the President". Tickets: \$50.00; contact: The Weber Co., 147 E. 62nd St., TE. 8-5530. Publicity: Michael Sean O'Shea, 681 Fifth Ave., PL. 5-9487.	AMERICAN THEATRE WING, INC.	WALDORF-ASTORIA GRAND BALLROOM
Monday Jan. 28 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING BRIDAL FASHIONS Bloomingdale's will preview their Spring bridal fashions. By invitation. <u>Customer showings</u> , Jan. 28 and 29, 6:30 P.M.-7:15 P.M. on 3rd floor. By ticket only. Publicity: Margaret deMille, EL. 5-6400.	BLOOMINGDALE'S	3RD FLOOR BRIDAL DEPT.
Monday Jan. 28 5:30 P.M.- 10:00 P.M. Buffet	FASHION SHOW TO BENEFIT HUNGARIANS Furs, dresses and accessories by Gunther Jaeckel; dresses by Anne Fogarty and Seymour Jacobson; hats--G. Howard Hodge and Mr. Arnold; shoes--David Evins; gloves--Crescendoe; jewels--Trifari; makeup--John Robert Powers. Guest of honor: Msgr. Bela Varga. Tickets: \$10.00; contact: Martha Palmer, 159 E. 55th St., PL. 1-2981.	FIRST AID FOR HUNGARY, INC.	HOTEL PLAZA GRAND BALLROOM
Beginning Monday Jan. 28	OPENING OF PARIS COUTURE COLLECTIONS Jan. 28: Jean Patou, Claude Riviere, Jacques Heim, Mad Carpentier, Vera Borea, Revillon, Raphael. Jan. 29: Balmain, Carven, Lola Prusac, Nina Ricci, Irene Dana, Madeleine de Rauch, Maggy Rouff. Jan. 30: Jacques Fath, Jean Desses, A.C.P., Lanvin (Castillo), Bruyere. Jan. 31: Christian Dior, Gres, Jacques Griffe, Jeanne Fardeau, Germaine Lecomte, Hermes, Renee Lise. Feb. 1: Anny Blatt, Guy Laroche, Jacqueline Godard, Michele Lambert, Catherine Sauve, Doeuillet-Doucet. Feb. 2: Charles Montaigne, Ardanse. Feb. 4: Bernard Sagardoy, Geo. Billman. Feb. 5: Helen Hubert. Feb. 6: Maurice Roger, Georgette Renal. Feb. 7: France Pieri, Raymonde Coste. Feb. 8: Valentine Bourgade. Feb. 11: Irmone. Feb. 12: Amy Linker. Feb. 13: Line Carmine. Feb. 14: Regine Lutece. Feb. 28: Madeleine Vramant. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
Thursday Jan. 31 10:00 A.M.; 3:30 P.M.	SPRING AND SUMMER COLLECTION IN PARIS Mme. Gres will preview her Spring and Summer coats, suits and dresses to the press. By invitation. U.S. Publicity: Viola Shefer, PL. 3-3173.	MME. GRES	1 RUE DE LA PAIX PARIS, FRANCE
Tuesday Jan. 29 10:00 A.M.	PRESS PREVIEW OF SPRING SHOE COLLECTION Gimbels will preview their Spring shoe collection. By invitation only. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	4TH FLOOR SHOE SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 29 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Annual "March of Dimes" fashion show presented for benefit of The National Foundation for Infantile Paralysis. Prices: Luncheon and fashion show--\$25.00, \$50.00, \$75.00; fashion show only--\$10.00. Contact: Elaine Whitelaw, National Foundation, 120 Broadway, BE. 3-0500. Fashion Publ.: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Jan. 29 4:00 P.M. Tea or Cocktails	"DAYTIME TO DARK" SPRING FASHIONS Presentation of fashions by Gothe, Frank Gallant, Claire Schaffel; also Kate Greenway children's dresses; fashions by leading designers in Galey & Lord cottons; furs by Spierer; hats by Margaret Cody. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	DESIGNERS AND MANUFACTURERS	HOTEL PIERRE COTILLION ROOM
Beginning Tuesday Jan. 29	OPENING OF SUMMER COLLECTION Informal daily showings of Summer sportswear, separates and casual dresses. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB	533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Jan. 30 9:30 A.M. Breakfast	PRESS PREVIEW OF PATTERN FASHIONS Preview of Spring fashions made in Advance and McCall Patterns. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday Jan. 30 9:30 A.M.	PREVIEW OF LEATHER COLORS AND FINISHES Allied Kid's Fall and Winter 1957 collection will be previewed: Jan. 30 at 9:30 A.M.--fashion press and shoe stylists; Jan. 30 at 3:30 P.M.--buying office and department store fashion coordinators, fashion publicists; Jan. 31 at 9:30 A.M.--fabric, hosiery and accessory stylists. By invitation; contact: Helen Caruso, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday Jan. 30 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING SHOE COLLECTION Best will introduce a new shoe collection by Dominic Romano. By invitation only. Publicity: Helen Latham, PL. 9-2000.	BEST & CO.	21 CLUB 21 WEST 52ND STREET
Wednesday Jan. 30 2:30 P.M.	PREVIEW OF SUMMER DRESS COLLECTION Preview for press and resident buyers of David Crystal's Summer dress collection. By invitation. Daily thereafter at 10:30 A.M. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Jan. 31 10:30 A.M.	SUMMER FASHIONS BY HELENA BARBIERI Press preview of Summer cocktail and formal fashions by Helena Barbieri. By invitation. Continuous thereafter. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Jan. 31 11:30 A.M.	PRESS PREVIEW OF SPRING BRIDAL FASHIONS Preview of Spring bridal gowns and debutante fashions. By invitation only. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 31 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Cocktail, dinner and evening fashions. By invitation. <u>Daily at 12:00 Noon (luncheon) from Tuesday, Feb. 5.</u> Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday Jan. 31 2:00 P.M.	PREVIEW OF SUMMER DRESS COLLECTION By reservation. <u>Daily trade showings at 2:00 P.M. from Mon., Feb. 4.</u> Publicity: Pauline Greene at Charles J. Charney Co., PL. 7-0955.	REMBRANDT FROCKS	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Jan. 31 3:00 P.M.	PRESS PREVIEW OF SUMMER DRESS COLLECTION Preview of Edward Abbott's Summer cocktail, dinner and evening fashions, designed by Wilson Folmar. By invitation. <u>Daily trade showings at 10:30 A.M., from Tues., Feb. 5.</u> Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Jan. 31 4:00 P.M.	PRESS PREVIEW: SUMMER DRESS COLLECTION Preview of Philip Hulitar's Summer dress collection. By invitation. <u>Daily thereafter at 10:30 A.M. and 4:00 P.M.</u> Contact: Peter Galligan, BR. 9-7880.	PHILIP HULITAR, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Friday Feb. 1 12:00 Noon Luncheon	ACCESSORY AND COSMETIC LUNCHEON "Fashion Changes Color. New Point of View in Accessories and Cosmetics." Commentator: Beatrice Castle. Committee co-chmn: Accessory--Dorothy Fox Davies and Frances Gardiner; Cosmetic--Miriam Gibson French and Catherine Finerty. Prices: \$6.50, members; \$7.50, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Friday Feb. 1 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Claire McCardell's Summer collection. By invitation. <u>Daily trade showings at 2:30 A.M., from Tues., Feb. 5.</u> Contact: LO. 4-2155.	CLAIRE MCCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Friday Feb. 1	OPENING: LATE SPRING AND SUMMER COLLECTION The Robert-Martin cocktail and evening dress collection, designed by Mr. Paul, will be shown continuously. Contact: LA. 4-5616 or WI. 7-6162.	ROBERT GOLDBERG & SONS	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Sunday Feb. 3 8:00 P.M. Dinner- Dance	EMBROIDERED FASHIONS BY LEADING DESIGNERS Showing of lace and embroidered fashions produced in Paris, as well as a group by leading New York designers. By invitation only. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.	SCHIFFLI LACE & EMBROIDERY INST.	HOTEL COMMODORE GRAND BALLROOM
Monday Feb. 4 10:30 A.M.	OPENING OF SUMMER COLLECTIONS Leonard Arkin's Summer collection at 10:30; Andrew Arkin's at 11:30 and Starke of London at 12:00 Noon. Contact: Lois Lapper, WI. 7-5324.	LEONARD & ANDREW ARKIN; STARKE OF LONDON	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Feb. 4 12:00 Noon Box Lunch	PRESS PREVIEW OF SUMMER COLLECTION "The Language of the Fan"--preview of the Adele Simpson Summer collection. By invitation. <u>Trade from Feb. 5 at 10:00 A.M., Tues., Wed., Thurs.</u> By reservation. Contact: LA. 4-7626. Publ.: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Feb. 4 2:30 P.M.	PRESS PREVIEW: BRIGANCE SUMMER COLLECTION Sportsmaker will preview Brigance's new Summer collection of dresses, beachwear and playclothes. By invitation only. <u>Daily trade showings from</u> <u>Wed., Feb. 6, at 2:30 P.M.</u> Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Beginning Monday Feb. 4 2:30 P.M.	OPENING OF SUMMER SPORTSWEAR COLLECTION Jamison Classics will present their Summer dresses and separates collec- tion at 2:30 P.M. daily. Contact: Katherine Farmer, WI. 7-0132.	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday Feb. 4 2:30 P.M.	OPENING OF SUMMER COLLECTION Jerry Parnis will present her Summer collection at 2:30 P.M. daily. Contact: CH. 4-0619. Publicity: Helen Borger, 667 Madison, TE. 8-0937.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Monday Feb. 4 4:00 P.M. Cocktails	SPRING & SUMMER FASHIONS IN RAYON Presentation of the "fluid silhouette" in rayon crepe fashions. <u>Show at</u> <u>4:30 P.M.</u> Press by invitation. Publ: Ruth Hammer Assoc., EL. 5-7872.	AMERICAN RAYON INSTITUTE	HOTEL PLAZA TERRACE ROOM

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

<u>MONDAY, FEBRUARY 4</u>			
Rudolf Gowns.	10:30 A.M.	530 7th (12 FL),	WI. 7-6865
<u>TUESDAY, FEBRUARY 5</u>			
Ben Reig, Inc.	10:00 A.M. (Tues. & Wed.)	498 7th (23 FL),	CH. 4-1542
A. Goodman & Co., Inc.	10:30 A.M.	530 7th (17 FL),	WI. 7-4077
Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 FL),	LA. 4-7540
Jobere, Inc.	11:45 A.M.	530 7th (30 FL),	PE. 6-1938
Hannah Troy, Inc.	1:00 P.M.	530 7th (2 FL),	LO. 3-0988
Paul Parnes Corp.	2:30 P.M.	498 7th (10 FL),	CH. 4-4600
Harmay.	4:00 P.M.	498 7th (22 FL),	PE. 6-5547
Ben Barrack, Inc.	Continuous daily	498 7th (7 FL),	LO. 4-3923
<u>WEDNESDAY, FEBRUARY 6</u>			
Jack Horwitz Assoc.	11:30 A.M.	498 7th (9 FL),	LO. 4-1860
Harvey Berin Ltd.	1:00 P.M.	530 7th (7 FL),	PE. 6-0206
William Fox, Inc.	1:00 P.M.	530 7th (21 FL),	OX. 5-4070
Grabois	1:15 P.M.	498 530 7th (5 FL),	CH. 4-2767
Larry Aldrich Co., Inc.	2:30 P.M.	498 530 7th (12 FL),	CH. 4-1872
Rosalie Macrini, Inc.	4:00 P.M.	550 7th (11 FL),	CH. 4-2655
<u>THURSDAY, FEBRUARY 7</u>			
Junior Sophisticates	1:00 P.M. & 4:00 P.M.	498 7th (4 FL),	LO. 4-0462
Nat Kaplan, Inc.	1:15; thereafter 1:15 & 4:00.	498 7th (21 FL),	LO. 5-4115
Branell	2:30 P.M.	530 7th (27 FL),	PE. 6-6983
Ed Gerrick, Inc.	2:30 P.M.	550 7th (7 FL),	LO. 4-1820
David Levine Co.	2:30 P.M.	530 7th (21 FL),	LA. 4-0237
Samuel Winston, Inc.	4:00 P.M.	530 7th (11 FL),	CH. 4-2617
Martin Simon, Inc.	Continuous daily	498 7th (7 FL),	LA. 4-2877

Beginning Monday Feb. 4	SHOWING OF FALL 1957 FABRICS Complete display of woolens, worsteds, blends, tweeds, synthetics and yarns. By appointment only. Contact: Julie C. Buddy, LO. 3-5200.	MILLIKEN WOOLENS	1407 BROADWAY SHOWROOM - 21ST FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 4	OPENING OF SUMMER DRESS COLLECTION Continuous daily showings.	MAX LAWRENCE, INC. Contact: Marty Goldberg, LO. 5-7540.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday Feb. 4	OPENING OF SUMMER SPORTSWEAR COLLECTION Gaudiosi will present their Summer sportswear collection at continuous daily showings. Contact: LO. 4-9480.	GAUDIOSI BROTHERS, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Monday Feb. 4- Feb. 15	OPENING OF SUMMER COLLECTION Edith Small will present her Summer collection of dresses and costumes. By appointment only. Publicity: Viola Shefer, PL. 3-3173.	EDITH SMALL ORIGINALS (122 E. 16TH ST., L.A.)	HOTEL GOTHAM

OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>MONDAY, FEBRUARY 4</u>			
Zoltan-Rosenberg Co.	2:30 P.M.	550 7th (22 FL),	LA. 4-6691
<u>TUESDAY, FEBRUARY 5</u>			
Kane-Weill.	10:30 A.M.	498 7th (22 FL),	LO. 5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7th (12 FL),	LA. 4-9724
<u>WEDNESDAY, FEBRUARY 6</u>			
Davidow, Inc.	By appointment.	550 7th (21 FL),	PE. 6-6909
David M. Goodstein, Inc.	10:30 A.M.	550 7th (24 FL),	LA. 4-2577

Tuesday Feb. 5 8:15 A.M. Breakfast	ANNUAL NOTIONS BREAKFAST Kleinert's annual show for notion buyers and merchandise managers. Press by invitation. Contact: Virginia MacAuley, MU. 2-8891.	KLEINERT'S (485 FIFTH AVENUE)	HOTEL SHERATON-ASTOR GRAND BALLROOM
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Tuesday Feb. 5- Feb. 15 9:00 A.M.	"TWO WEEKS WITH PAY" CAPSULE CLINICS Charm will preview their Summer (May-June issues) ready-to-wear and travel accessories. Open only to buyers, divisional merchandise managers, promotion directors, fashion coordinators, advertising directors. Daily showings: 9:00 A.M. merchandise-promotion clinics; personalized store group meetings, by appointment only. Contact: Elaine Kanners, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 18TH FLOOR
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Beginning Tuesday Feb. 5 10:30 A.M.	OPENING OF SUMMER DRESS COLLECTION Jerry Greenwald's Summer dress and ensemble collection, designed by Violet Feigin, at 10:30 A.M. daily. Contact: Demi Daniels, LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
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Tuesday Feb. 5 10:30 A.M.	OPENING OF SUMMER COLLECTION Daily at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
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Tuesday Feb. 5 11:00 A.M.	OPENING OF SUMMER COLLECTIONS Showing of Summer collections by Will Saunders for Arkay at 11:00; Rappi at 2:00; Anne Fogarty for Margot at 3:00. Publicity: Arkay and Rappi--Elsa Brown; Margot--Nancy English, LO. 5-2626.	ARKAY; RAPPI; MARGOT DRESSES	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 5 11:00 A.M.	OPENING OF SUMMER DRESS COLLECTION Eloise Curtis will present her Summer dresses for juniors at 11:00 A.M. daily. Contact: PE. 6-4885.	ELOISE CURTIS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Feb. 5 11:30 A.M.	OPENING OF SUMMER DRESS COLLECTION Daily trade showings at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 5 12:00 Noon Luncheon	OPENING OF SUMMER COLLECTION Lanz will present their Summer collection of dresses and sportswear. Lunch (12:00), showing (12:30), Feb. 5, 6, 7 and Feb. 11 through 14. Contact: Audrey Waymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Feb. 5 12:00 Noon Luncheon	PREVIEW OF SUMMER DRESS COLLECTION Preview of Alison's Summer dress collection, designed by Miss Lucel. By invitation. Daily thereafter at 12:00 Noon. Contact: WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 5 12:00 Noon	OPENING OF SUMMER DRESS COLLECTION Daily trade showings at 12:00 Noon. Contact: George Zukor, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Feb. 5 12:00 Noon	OPENING OF SUMMER COLLECTION Showing of Summer sportswear and separates designed by Dorothy Cox, Feb. 5, 6, 7, 12, 13, 14 at 12:00 Noon. Contact: CH. 4-6350.	TANNER OF NORTH CAROLINA	HOTEL YORK 488 7TH AVE.-6TH FL.
Tuesday Feb. 5 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses, designed by Lee Evans, will be shown Feb. 5, 6, 7 at 1:00 P.M. By invitation. Contact: Jean Ring, OX. 5-4760.	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 5 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses and costumes designed by John Moore at 1:00 P.M. Feb. 5, 6, 7, 12, 13, 14. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 5 1:30 P.M.	PREVIEW OF SUMMER COLLECTION "Live Forever Look"--McMullen will preview their Summer dresses and separates. By invitation only. Continuous thereafter. Publicity: Gladys Steiner, PL. 1-2820.	McMULLEN	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Tuesday Feb. 5 2:00 P.M.	PREVIEW OF JUNIOR SUMMER COLLECTION Preview for press and buying offices. By invitation only. <u>Daily trade showings from Feb. 6 at 11:30 A.M.</u> Contact: Lois Silverman, LO. 4-1860.	JACK HORWITZ ASSOC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Feb. 5 2:30 P.M.	SUMMER COLLECTION BY MADELEINE FAUTH Showing of Madeleine Fauth's Summer dress collection at 2:30 P.M. daily. Contact: Isabelle Crawford, BR. 9-7700.	CLOTHES FOR YOU, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 5 3:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Summer dresses, designed by Betty Carol. By invitation only. <u>Daily thereafter at 10:30 and 3:00.</u> Contact: Betty Whiteman, CH. 4-8876. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 5 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Preview of Luis Estevez' Summer dresses and costumes. By invitation. <u>Trade showings at 12:00 Noon from Wed., Feb. 6 in showroom.</u> Contact: LO. 4-5820.	GRENELLE-ESTEVEZ LTD. (550 SEVENTH AVENUE)	HOTEL AMBASSADOR DIPLOMAT SUITE
Tuesday Feb. 5 4:00 P.M.	OPENING OF SUMMER COLLECTION Showing of Harmay's Summer dresses, suits and costumes at 4:00 P.M. daily. By reservation. Publ: Pauline Greene at Charles J. Charney, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Feb. 5 4:00 P.M. Tea or Cocktails	SPRING FASHIONS IN RAYON CREPE Spring fashions in rayon by leading designers. Public by reservation; contact: "Beverly", TE. 8-8000. Institute Publicity: Ruth Hammer Assoc., EL. 5-7872. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	AMERICAN RAYON INSTITUTE	HOTEL PIERRE COTILLION ROOM
Tuesday Feb. 5 5:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Ceil Chapman's Summer collection will be previewed by the press. By invitation. <u>Daily thereafter at 2:30 P.M.</u> Contact: Carrie Arvani, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Feb. 5	FORMAL FASHIONS BY TED SHORE Ted Shore's Summer formal fashions in organdies, nylons and organzas at continuous daily showings. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday Feb. 5	OPENING OF SUMMER SEPARATES COLLECTION Showing of Summer separates collection, designed by Pembroke Squires and Frank Smith, at continuous showings. Contact: Bernard Masket, BR. 9-7160.	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Feb. 6 9:00 A.M.- 11:00 A.M.	PRESS PREVIEW OF NEW BLANKETS New collection of 1957 colors and patterned blankets styled by Margaret Nelson. By invitation. Publicity: Florence Brobeck, MU. 8-8197.	ST. MARY'S BLANKETS	200 MADISON AVENUE SHOWROOM - 2ND FLOOR
Wednesday Feb. 6- 10:30 A.M.	OPENING OF SUMMER DRESS COLLECTION Malcolm Charles will show their Summer dresses, designed by Lawrence Gaines. Daily at 10:30 A.M. except Friday. Contact: LA. 4-7690.	MALCOLM CHARLES, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday Feb. 6 12:00 Noon Box Lunch	PREVIEW OF SUMMER DRESS COLLECTION Press and buyers will preview Dan Keller's Summer dress collection. By invitation. Continuous thereafter. Publ: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Cancelled Feb. 6	OLEG CASSINI'S PRESS PREVIEW ORIGINALLY SCHEDULED FOR WED., FEB. 6 AT 1:15 P.M., HAS BEEN CANCELLED. (See Feb. 7, at 1:15 P.M.--Trade Opening).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 6 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing of Maurice Rentner's Summer collection at 2:30 P.M. daily. Contact: Herman Seigenfeld, LA. 4-6968. Publ: Vera Bacal-Fredy Schey, PL. 3-8421.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Feb. 6- Feb. 7 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Paul Parnes will preview his Summer collection Feb. 6, 7 at 2:30 P.M. <u>Trade daily from Feb. 5 at 2:30 P.M.</u> Publicity: Nona James, MU. 5-4834.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday Feb. 6 2:30 P.M.	OPENING OF SUMMER COLLECTION Summer dresses, suits and costumes at 2:30 P.M. daily. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday Feb. 6 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Tina Leser will preview her Summer collection. By invitation. <u>Daily thereafter at 10:30 A.M.</u> Contact: Pompey Taylor, LO. 5-7514.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Feb. 6 4:00 P.M.	PREVIEW OF SUMMER DRESS COLLECTION Miss Cane will preview their Summer dress collection. By invitation only. Continuous thereafter. Contact: Irving Kasper, CH. 4-8533.	MISS CANE, INC.	1400 BROADWAY SHOWROOM - 14TH FLOOR
Thursday Feb. 7 8:30 A.M. Buffet Breakfast	SUMMER COTTON FASHIONS FROM MIAMI An all Miami-Florida Fashion Council show of Summer designs created in Herbert Meyer cottons. <u>Show at 9:00 A.M.</u> for press, store and buying office executives, by invitation. Contact: Betty Lanza, LO. 5-2866.	HERBERT MEYER, INC.	1400 BROADWAY SHOWROOM - 3RD FLOOR
Thursday Feb. 7 9:30 A.M. Breakfast	PRESS PREVIEW: SPRING BRIDAL FASHIONS Macy's will preview their Spring bridal fashions. By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday Feb. 7 10:00 A.M. Breakfast	LEATHER TRENDS AND INFLUENCES FOR FALL Informal showing of new kid leathers for Fall and Winter 1957. By invitation only. Contact: Ruth H. K. Fries, GR. 3-7693.	AMALGAMATED LEATHER COMPANIES, INC.	HOTEL VANDERBILT VANDERBILT SUITE
Thursday Feb. 7 10:30 A.M.; 11:30 A.M.	PREVIEW OF SUMMER COLLECTIONS Martini at 10:30 and Miss Martini at 11:30; daily at same hours. Contact: LO. 4-0616. Publicity: Helen Borger, TE. 8-0937.	MARTINI DESIGNED; MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Feb. 7 12:00 Noon	OPENING OF SUMMER COLLECTION Showings at 12:00 Noon, Feb. 7, 8, 12, 13, 14. Contact: BR. 9-5014.	MOLLIE PARNIS (PARNIS-LIVINGSTON)	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Feb. 7 12:00 Noon Luncheon	"CHANGES IN THE HOME"--LUNCHEON "What's Going on Here? Report on the Surprising Changes in the Home." Speaker: John Peter, "Look" Magazine. Prices: \$5.50, members; \$6.50, guests. Contact: Josephine Brush, MU. 7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.)	HOTEL ROOSEVELT GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 7 1:00 P.M.	OPENING OF SUMMER COLLECTION Elfreda-Visioni will present their Summer dresses and ensembles at 1:00 P.M. daily. Contact: CH. 4-2659.	ELFREDA-VISIONI CORP.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Thursday Feb. 7 1:00 P.M.	OPENING OF SUMMER COLLECTION Richard Cole's all-occasion dresses, designed by Alan Phillips, at 1:00 P.M. daily. Publicity: Lee Klein at Ken Williams, JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Feb. 7 1:00 P.M. & 4:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Junior Sophisticates will present their Summer dress collection at 1:00 and 4:00 P.M. daily. Contact: Ellen Rowsell, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Feb. 7 1:15 P.M.	OPENING OF SUMMER DRESS COLLECTION Sylvia Kaplan will present Summer dresses and ensembles. Daily thereafter at 1:15 and 4:00 P.M. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Feb. 7 1:15 P.M.	OPENING OF SUMMER DRESS COLLECTION Frank Starr's Summer cocktail and evening dresses will be shown daily at 1:15 P.M. Contact: LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Feb. 7 1:15 P.M.	OPENING OF SUMMER COLLECTION Oleg Cassini will present his Summer collection at 1:15 P.M. daily. Press by invitation. Contact: Dorothy Lambert, LO. 5-6453. Publicity: Barbara Yarosh at Alfred Davidson Associates, PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Feb. 7 2:30 P.M.	OPENING OF SUMMER DRESS COLLECTION Clare Potter's Summer dresses will be shown at 2:30 P.M., Feb. 7, 8 and Feb. 11 - 14. By invitation. Contact: Lorraine Kehoe, FE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Beginning Thursday Feb. 7 2:30 P.M.	OPENING OF SUMMER DRESS COLLECTION The Branell Summer dress collection will be shown daily at 2:30 P.M. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Thursday Feb. 7 4:00 P.M. Cocktails	PREVIEW: SUMMER SPORTSWEAR COLLECTION Preview of Summer sportswear and beachwear by Greta Plattry. By invitation. Continuous thereafter. Publicity: Margaret Hodge, PL. 5-7630.	PLATTRY COUNTRY WEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Feb. 7 4:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Showing of daytime and cocktail dresses, designed by Kasper, at 4:00 P.M. daily. Contact: CH. 4-3914.	ARNOLD-FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Friday Feb. 8 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Trade showings Feb. 12, 14, 19 at 10:30 A.M. By reservation. Contact: Marian Mitchell, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 11	OPENING OF SUMMER DRESS COLLECTION Showing of daytime, afternoon and cocktail dresses.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR Contact: BR. 9-5991.
Beginning Monday Feb. 11	OPENING OF SUMMER DRESS COLLECTION Continuous daily showings.	LENTZ DIMINUTIVES	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR Contact: LO. 4-5316.
Beginning Monday Feb. 11	OPENING OF SUMMER COLLECTION Mary Black's Summer collection of afternoon, cocktail and evening fashions and a group of mother-of-the bride dresses.	MARY BLACK OF LONDON	18 EAST 50TH STREET SHOWROOM - 10TH FLOOR Contact: PL. 8-2014.
Tuesday Feb. 12 10:30 A.M.	PRESS PREVIEW OF COUTURE COLLECTION Preview of Jane Derby's Summer couture collection. Also, Feb. 13, 14, 15, 19, 21, 26, 28 at 10:30 A.M. By invitation. Thereafter by appointment. Contact: Estelle Marr, LA. 4-9350. Publ: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Feb. 12 2:30 P.M.	OPENING OF SUMMER COLLECTION Christian Dior-New York will present the Summer collection at 2:30 P.M., Feb. 12, 13, 14, 15, 18 and 19. By invitation. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 12 3:45 P.M.	OPENING OF SUMMER DRESS COLLECTION Sam Friedlander's Summer afternoon, cocktail and evening dresses, Feb. 12, 13, 14 at 3:45 P.M. Thereafter continuous. Contact: PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday Feb. 12 4:00 P.M. Cocktails	PRESS PREVIEW OF TWEEDS AND JERSEYS "Daily Double"--display of Herlinger tweeds coordinated with Lebanon jersey. By invitation only. Publ: Ruth Hammer Associates, EL. 5-7872.	RIA HERLINGER FABRICS; LEBANON WOOLEN MILLS	MET OPERA HOUSE DIAMOND HORSESHOE
Beginning Tuesday Feb. 12	OPENING OF SUMMER COLLECTION Vera Maxwell's Summer collection will be shown by appointment. Contact: Jo Hildebrandt, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Wednesday Feb. 13 11:30 A.M.	OPENING OF SUMMER DRESS COLLECTION Countess Alexander's Summer collection of afternoon, cocktail and evening dresses at 11:30 A.M. daily. (Note Change of Address) Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Feb. 14 9:00 A.M. Breakfast	PREVIEW: DESIGNERS' CHILDREN'S FASHIONS Hope Skillman will invite the press to preview "The Smile of Angels"--designers' children's fashions. Show at 9:30 A.M. By invitation only. Publicity: Marti Hopf, CH. 4-8109.	HOPE SKILLMAN (1407 BROADWAY)	HOTEL PLAZA STATE SUITE
Thursday Feb. 14 2:30 P.M.	OPENING OF SUMMER COLLECTION Pauline Trigere's Summer collection will be shown at 2:30 P.M., Feb. 14, 15, 19, 20, 21. By reservation only. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR